

WDAF - TV - Issue Ad Public File Checklist

1. Now or Never PAC
Name of Sponsoring Organization
2. Accepted: ☒ Rejected: ☐ (mark one)
3. Class of Time: issue
4. 9/6
Flight dates and times
5. issue
Rate charged
6. anti-John Brunner
Description of Issue
6. 4131 N. Mulberry Dr, Suite 200, KC, mo 64116
Address of Sponsoring Organization
7. _____
Telephone Number of Sponsoring Organization Email Address
8. _____
Sponsor's Officers/Directors/Executive Committee
James C Thomas III
9. _____
Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes ☒ No ☐

Gary Blosser
Name

9/3/12
Date



WDAF-TV

ORDER

Print Date 08/03/12 Page 1 of 2

Flight Dates 08/03/12-08/07/12

Contract / Revision 565919 /

Original Date / Revision
08/03/12 08/03/12

Advertiser Now or Never PAC

Agency Media Placement Technolog

Buying Contact

PO Box 288
Alexandria, VA 22313

Product
NOW OR NEVER PAC

Agency Com 15%

Billing Contact

500 N Washington St
Suite 303
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09782358

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2B

Priority 2

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 26000

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	6500
KCWE	%	0
KMBC	25%	6500
KMCI	%	0
KPXE	%	0
KSHB	25%	6500
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	10	\$5,525.00	\$6,500.00	0.00
Totals	10	\$5,525.00	\$6,500.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/06/12	10	\$5,525.00	\$6,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	08/06/12	08/06/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	2	\$550.00	2	0.00	NM	2	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					2	\$550.00		0.00			
E 2	4	08/06/12	08/06/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	2	\$550.00	2	0.00	NM	2	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					2	\$550.00		0.00			
E 3	4	08/06/12	08/06/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$825.00	2	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----					1	\$825.00		0.00			



Hiatus Dates

Order Sep 00:15:00

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 4	4	08/06/12	08/06/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	2	\$825.00	2	0.00	NM	2	\$1,650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	M-----			2		\$825.00		0.00				
E 5	4	08/06/12	08/06/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	M-----			2		\$500.00		0.00				
N 6	4	08/06/12	08/06/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$825.00	2	0.00	NM	1	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	M-----			1		\$825.00		0.00				
													Totals	10	\$6,500.00